



WABC-TV/DT
New York

WABC-TV NEW YORK
7 LINCOLN SQUARE
NEW YORK NY 10023

Acknowledgment of Agreement Between WABC-TV NEW YORK and

DATE: 08-31-2012 PAGE: 1 of 3

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No 397239		Contract Dt 08-30-2012		Revision Dt Revision Dt		Rev# 0		Advertiser GILLIBRAND FOR SENATE 2012		Brand KIRSTEN GILLIBRAND FOR US SENATE		Product Code POLITICALS		Station/Market WABC - NEW YORK					
Agency Est# 11700		CMS # 242438		Sales Office PHILADELPHIA		Account Executive D. PARKER		Start Date 10-15-2012		End Date 10-21-2012		Billing M (Broadcast Month, Cycle 1)		Package N		Contract Title 242438			
Line#	Start Date	End Date	Time Period		Description		RC	Duration	M	T	W	T	F	S	S	SPW	Price	Total Spots	Total \$
Agency CPE: E : 11700																			
1	10-15-2012	10-19-2012	05:15AM - 05:56AM		AM EWN THIS MORNING 5-6AM (7426)		7	30	1	1	1	1	1			5	900	5	4,500.00
2	10-15-2012	10-19-2012	06:15AM - 07:00AM		AM EWN THIS MORNING 6-7AM (7427)		7	30	1	1	2	2	1			7	1,800	7	12,600.00
3	10-15-2012	10-19-2012	07:00AM - 09:00AM		AM GMA 7-9AM (7429)		7	30	2	2	2	2	2			10	2,400	10	24,000.00
4	10-20-2012	10-20-2012	06:15AM - 10:00AM		AM EWN SA/SU 6-10AM (7434)		7	30						2		2	400	2	800.00
5	10-21-2012	10-21-2012	07:15AM - 08:00AM		AM EWN SA/SU 6-10AM (7434)		7	30							1	1	850	1	850.00
6	10-21-2012	10-21-2012	08:00AM - 09:00AM		AM EWN SA/SU 6-10AM (7434)		7	30							1	1	850	1	850.00
7	10-16-2012	10-16-2012	09:00AM - 10:00AM		DA AM DAYTIME 9AM-10:57AM (7437)		7	30		1						1	1,000	1	1,000.00
8	10-17-2012	10-17-2012	10:58AM - 12:00PM		DA THE VIEW (10707)		7	30							1	1	3,500	1	3,500.00
9	10-15-2012	10-19-2012	12:15PM - 12:30PM		DA PM DAYTIME ROTATION 12NOON-4PM (7439)		7	30	1				1			2	1,400	2	2,800.00
10	10-16-2012	10-18-2012	12:30PM - 01:00PM		DA PM DAYTIME ROTATION 12NOON-4PM (7439)		7	30			1					2	1,400	2	2,800.00
11	10-19-2012	10-19-2012	01:00PM - 02:00PM		DA PM DAYTIME ROTATION 12NOON-4PM (7439)		7	30					1			1	1,200	1	1,200.00
12	10-20-2012	10-20-2012	09:15AM - 10:00AM		AM EWN SA/SU 6-10AM (7434)		7	30						1		1	850	1	850.00
13	10-21-2012	10-21-2012	09:15AM - 10:00AM		AM EWN SA/SU 6-10AM (7434)		7	30							1	1	850	1	850.00
14	10-15-2012	10-19-2012	03:00PM - 03:59PM		DA KATIE COURIC M-F (12182)		7	30	1	1	1	1	1			5	1,700	5	8,500.00
15	10-15-2012	10-19-2012	04:15PM - 04:59PM		EN EWN AT 4PM M-F (11372)		7	30	1	1	1	1	1			5	1,500	5	7,500.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 397239		Contract Dt 08-30-2012		Revision Dt Revision Dt		Rev# 0		Advertiser GILLIBRAND FOR SENATE 2012		Brand KIRSTEN GILLIBRAND FOR US SENATE		Product Code POLITICALS		Station/Market WABC - NEW YORK						
Agency Est# 11700		CMS # 242438		Sales Office PHILADELPHIA		Account Executive D. PARKER		Start Date 10-15-2012		End Date 10-21-2012		Billing M (Broadcast Month, Cycle 1)		Package N		Contract Title 242438				
Line	Start Date	End Date	Time Period		Agency CPE: E : 11700		Description		HC	Duration	M	T	W	T	F	S	S	Price	Tot Spots	Total \$
16	10-15-2012	10-19-2012	05:15PM - 05:55PM		EN EWN AT 5PM M-F (7450)				7	30	1	1	1	1	1			5	2,400	12,000.00
17	10-15-2012	10-19-2012	06:15PM - 06:30PM		EN EWN AT 6P (CFB) (7442)				7	30	1	1	1	1	1			5	2,400	12,000.00
18	10-21-2012	10-21-2012	06:15PM - 06:30PM		EN EWN AT 6P (CFB) (7442)				7	30						1		1	2,400	2,400.00
19	10-15-2012	10-19-2012	07:00PM - 08:00PM		PA JEOPARDY/WHEEL (7446)				7	30	2	2	2	2	2			10	4,000	40,000.00
20	10-20-2012	10-20-2012	07:30PM - 08:00PM		PA WHEEL (CFB) WEEKEND (7449)				7	30					1			1	1,500	1,500.00
21	10-15-2012	10-15-2012	08:00PM - 10:00PM		PE MONDAY 8-10PM (7492)				7	30	1							1	30,000	30,000.00
22	10-16-2012	10-16-2012	08:00PM - 09:00PM		PE TUESDAY 8-9PM (7486)				7	30		1						1	18,000	18,000.00
23	10-17-2012	10-17-2012	09:00PM - 10:00PM		PE WEDNESDAY 9-10PM (7491)				7	30			1					1	25,000	25,000.00
24	10-19-2012	10-19-2012	08:00PM - 09:00PM		PE FRIDAY 8-9P (7501)				7	30				1				1	9,000	9,000.00
25	10-21-2012	10-21-2012	09:00PM - 10:00PM		PE SU 9-10PM (7498)				7	30						1		1	22,000	22,000.00
26	10-15-2012	10-19-2012	11:15PM - 11:35PM		LN LATE NEWS CFB (7645)				7	30	1	1	1	1	1			5	4,700	23,500.00
27	10-21-2012	10-21-2012	11:15PM - 11:35PM		LN LATE NEWS CFB (7645)				7	30						1		1	4,700	4,700.00
28	10-21-2012	10-21-2012	11:45PM - 12:00AM		LN SA/SU LATE NEWS EXTENDED (11958)				7	30						1		1	1,800	1,800.00
29	10-15-2012	10-18-2012	11:35PM - 12:02AM		LF NIGHTLINE M-F (7453)				7	30	1	1	1					3	2,200	6,600.00

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Revision Dt	Rev#	Advertiser
	0	GILLIBRAND

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[illegible]

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	WABC-TV New York
Date:	8/28/2012

I, Media Strategies and Research

being on behalf of: Kirsten Gillibrand, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			SEE ATTACHED SCHEDULE		
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 15, 2012			Sunday, October 21, 2012		

Total Charges: \$281,100.01

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gillibrand for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Karen Feldman

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Tuesday, August 28, 2012

Date

Signature

Karen Feldman

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title